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K19U 2553

Reg. No. :

Name :

III Semester B.B.A.(TTM) Degree (CBCSS.Reg./Supple./Imp.)

Examination, November - 2019

(2014 ADMN. ONWARDS)

CORE COURSE

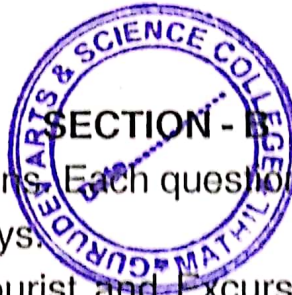
3B04BBA(TTM) : FUNDAMENTALS OF TRAVEL AND TOURISM

Time : 3 Hours

Max. Marks : 40

SECTION - AAnswer the **Four** questions. Each question carries $\frac{1}{2}$ mark. (4× $\frac{1}{2}$ =2)

1. Expand UFTAA.
2. In MICE, what does 'I' stand for?
3. Name any one symbiotic tourism attraction.
4. Expand IATA.

**SECTION - B**Answer any **Four** questions. Each question carries 1 mark. (4×1=4)

5. Write note on Paid holidays.
6. Differentiate between Tourist and Excursionist.
7. List out the basic components of tourism.
8. Define the concept of Alternative Tourism.
9. Name two supplementary accommodations.

SECTION - CAnswer any **Six** questions. Each question carries 3 marks. (6×3=18)

10. Write note on the early travelers to India and their contribution to the travel literatures.
11. Elucidate on the elements of tourism attractions.
12. Write the emerging forms of accommodation facilities.

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13. Describe the reasons for the popularity of Health Tourism in India.
14. What is responsible tourism? Explain the importance of responsible tourism for the stakeholders.
15. Illustrate the career opportunities in tourism and travel industries.
16. Describe the principles of Ecotourism.
17. Explain the role and objectives of IATA.

SECTION - D

Answer any **Two** questions. Each question carries **8** marks. **(2×8=16)**

18. Discuss the evolution of travel and tourism through the ages.
19. Highlight on the popular Alternative forms of tourism.
20. Discuss the role of government and public sectors in tourism development.

